

Digital Communication (CI) Campaign Form

BACKGROUND PAPER

DIGITAL COMMUNICATION CAMPAIGN (Unit Award)
Fort Campbell Veterans Employment Summit and Career Forum
U.S. Army Garrison - Fort Campbell Public Affairs Office

CAMPAIGN REQUESTER:

Joining Forces, Hiring Our Heroes, the White House, Fort Campbell Soldier for Life - Transition Assistance Program, 101st Airborne Division command team, and the U.S. Army Garrison - Fort Campbell command team.

CAMPAIGN OBJECTIVE:

Objective 1: Inform the Fort Campbell Community about the Veterans Employment Summit and Career Forum.
Objective 2: Encourage members of the Fort Campbell community to take part in the summit and forum.
Objective 3: Inform the community about different initiatives available to them and about the launch of the Veterans Employment Center

TARGET AUDIENCE:

Objectives 1, 2 and 3: Transitioning Soldiers, military Family members and Veterans.

SUMMARY OF ACTIONS TAKEN:

Hiring Our Heroes and Joining Forces partnered with Fort Campbell and numerous other organizations to put on the Veterans Employment Summit and Career Forum. The social media campaign started on April 18 and ended on April 24.

We gathered the Twitter hashtags and handles to be used to help sync messaging between the various entities taking part in the event. The main hashtag used by the various agencies taking part in the event was #vetsjobsummit.

Prior to the event, we planned to schedule posts close to some of our peak times. Majority of our audience visits our page closer to the afternoon to evening hours so the initial post was scheduled for after 4 p.m. We also scheduled posts closer to 10 a.m. to take advantage of when our traffic significantly increases at the beginning of the day as well as closer to the lunch time frame when we see another bump in traffic.

We were informed to prepare for an announcement about the initiative from the First Lady, but information was given to everyone right before the event in order to ensure it was not released prior to her announcement.

CAMPAIGN RESULTS:

On April 23, 2014, Fort Campbell hosted the Veterans Employment Summit and Career Forum. Among those attending the event were First Lady of the United States Michelle Obama and Dr. Jill Biden. It was during the summit that the First Lady announced the launch of the Veterans Employment Center on www.ebenefits.va.gov. Among the other speakers at the event was Medal of Honor recipient Sgt. Dakota Meyer, UPS Vice President of Global Workforce Planning Lytana Kids, Meg O'Grady from the Pentagon's Office of Family Policy and Children and Youth, Command Sgt. Maj. Mark F. Herndon and many others.

The Fort Campbell Public Affairs Office posted to Facebook and Twitter three times during the week prior to the event. On the Fort Campbell Facebook page, www.facebook.com/fortcampbell, the posts prior to the event were served to a total of more than 27,000 people and during that time frame the page had approximately 53,000 likes.

Due to social media posts and other outlets used such as FRGs, the installation newspaper and chains-of-command, registration for the event filled quickly. More than 1,200 Soldiers and Family members gathered at Campbell Army Airfield's Hangar 3 to take part in the event.

Twenty-one tweets were posted to the Fort Campbell Twitter account, twitter.com/fortcampbell, the day of the event; 20 of which were live tweets. Our most retweeted post was the arrival of the First Lady and Dr. Jill Biden, twitter.com/FortCampbell/status/459005983394897920. The post was retweeted a total of 32 times. Among the accounts who retweeted the post were the Office of VP Biden, Dr. Biden, the First Lady's press secretary and FORSCOM. The tweet also had a total of 31 favorites. Among those who retweeted various posts from Fort Campbell were multiple official UPS accounts, Tyson Foods and multiple accounts from Hiring Our Heroes.

The same day of the event, the story written by one of the Fort Campbell Courier staff members was posted to www.army.mil. The link was shared on our Facebook and Twitter accounts. The story was also posted to Twitter by the FORSCOM and U.S. Army Twitter accounts. The post on the story on the U.S. Army Fort Campbell Facebook page was served to more than 32,000 people, had 63 comments, 442 likes and 135 shares. The tweet on the article had one retweet on the Fort Campbell page, 8 retweets on the FORSCOM page and 41 retweets on the U.S. Army page.

In addition to the hangar where the event was held being filled with attendees, we were able to use social media and the internet to update the Fort Campbell community during the event and quickly thereafter. Our information was shared across several platforms and with numerous agencies, helping to ensure as many members as possible of our community and the Veteran community as a whole were reached.